

Impact of Social Media Promotions on Consumer Buying Decision of Textiles: Special Reference to Social Media Users in Sri Lanka

Lakshani, W.D.S.T.¹and Gunasekara U.L.T.P.²

^{1,2}*Department of accountancy, University of Kelaniya*

¹*shashinilakshani96@gmail.com,* ²*thamarag@kln.ac.lk*

Abstract

Every company is always seeking new ways to reach customers. In the past few years television, radio, and newspaper advertisement, and print advertisement were the main components of the marketing promotions. But now many companies have shifted into social media promotions. This paper focuses on understanding the impact of social media promotions on three stages of – information search stage, evaluation of alternatives stage and purchase intention stage – consumer purchase decision process. The data is collected from 150 participants who are involved in online purchases frequently. The survey participants were selected using snowball sampling since it is difficult to identify a specific sampling frame. A structured questionnaire was used as the survey instrument.

The findings are significant for textiles marketers to understanding how effective the social media promotions for consumers buying decision process. The result of this study helps textiles companies to forecast purchasing behaviors of their customers and can decide more effective online promotional interventions and strategies.

Key words: *consumer buying behavior, social media, textiles industry*